

# TRADING BEHAVIOR RELATED TO WASTE GROWTH IN GORANGGARENG MARKET MAGETAN REGENCY IN 2022

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## ABSTRACT

This research was conducted in the Goranggareng market Magetan Regency, which is a meeting place for sellers and buyers, the problem in the Goranggareng market is that there is garbage scattered around the merchant's stalls, the dominant waste is organic waste originating from vegetables and fruit which causes waste generation around the market stall. This study aims to determine the behavior of traders in terms of Predisposing, Enabling, and Reinforcing factors related to waste generation in Goranggareng Market, Magetan Regency in 2022.

The method used in this research is descriptive research using observation data collection instruments, interviews (questionnaires). By identifying predisposing factors (knowledge, attitudes, actions, and level of education), supporting factors (availability of trash bins), and reinforcing factors (support from officers from the UPTD Pasar, Goranggareng, Magetan Regency and from the Magetan Regency Health Office), with the proportional method random sampling, and obtained a sample of 72 respondents consisting of 29 pracang traders, 11 fruit traders, and 32 vegetable traders.

The results showed that the behavior of traders related to waste generation from the aspect of knowledge was in good criteria with a percentage of 76.4%, attitudes in good criteria with a percentage of 73.6%, actions in a bad category with a percentage of 63,9%. The level of waste storage facilities is in the bad category with a percentage of 55,6%, and the supporting factors are in the good category with a percentage of 59,7%.

Concluded from the results above that from the results of the overall analysis there is a relationship between the actions of traders on waste generation. Inadequate behavior is caused by the actions of traders who litter and the lack of storage facilities in terms of quality and also support from the market in waste generation. It is recommended to the market to provide adequate trash bin facilities and meet the standards so that there is no accumulation of garbage that can become a means of disease transmission.

Keywords: Trader's Behavior, Waste Generation in the Market